



SHOWMAN'S MANUAL

"McHALE'S NAVY"



America's most riotous Comedy

Crew is heading your way in

their FIRST FULL-LENGTH FEATURE
IN COLOR!

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All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., New York City 36, N.Y.

Producer for 'McHale's Navy' Finds French Feminine Lead In Andy Williams Family

(Current)

The beautiful French girl who plays a starring feminine role in Universal's full-length motion picture comedy in color, "McHale's Navy," now on the screen of the

after an extensive search by producer Ed Montagne.



An import beauty from France, Claudine Longet, is featured as a French girl in Universal Pictures' "McHale's Navy," first full-length motion picture based on the popular TV show, and filmed in color.

The feature comedy stars Ernest Borgnine and co-stars Joe Flynn and Tim Conway.

Comic Is Always On, Complains Comedian

(Current)

The trouble with being a comedian," states Joe Flynn who stars in the full-length motion picture feature, "McHale's Navy," with Ernest Borgnine and Tim Conway, "is that people refuse to take you seriously. They expect you to make them laugh all the time."

Flynn, who plays the sardonic Captain Birmingham in Universal Pictures' PT boat color comedy, now on the screen of the



"McHALE'S NAVY" (2-J)

In their first full-length motion picture—in color—the crew of "McHale's Navy" lines up for fun-filled inspection. In the first row are (left to right) Tim Conway, Ernest Borgnine and Joe Flynn. Academy Award winner Borgnine headlines in the title role with Flynn and Conway co-starring in the Universal Picture. The middle row starts are Billy Sands, Gavin MacLeod and Yoshio Yoda. The top row members of the group of nautical misfits who have performed in the popular television comedy series for the past two years are Edson Stroll, Gary Vinson, Carl Ballantine and John Wright.

"Girls go for uniforms off the screen as well as on," Borgnine stated. "They'll attract more girls than a bargain basement sale. Ever notice a sailor walking down the street? He usually has a girl on each arm, not just one. Yes sir, that nice uniform, she also had his signature on a marriage license!"

"An actor friend of mine is a living example of this," Borgnine said. "He met his future wife on a furlough during a wartime hitch in the Marine Corps. When he returned to camp, she not only had an autographed picture of him in there got word of the production start of the feature film in Hollywood, and, in the end, the selection was made right in the motion picture capital as the result of a happy coincidence.

The producer-director, who also produces the television series of the same name, had occasion to visit the set of Ross Hunter's "T'd Rather Be Rich" production at the same studio wherein he spotted a French girl he knew intimately. Montagne asked Hunter if he could identify the young lady in question.

Hunter, who knew of Montagne's feature filming plans, asked if he was thinking of casting her.

Actor In Uniform Is Mail Attraction Says Ernie Borgnine

(Current)

It's the theory of Ernest Borgnine, who wears the uniform of a Naval lieutenant commander for his title role in the full-length color comedy, "McHale's Navy," now on the screen of the

Theatre, that an actor who wears a uniform on television or the movie screen almost automatically increases his fan mail potential.

"There seems to be something about a uniform," Borgnine commented, "that's similar to a proposal. It causes feminine hearts to beat faster. I can't tell you why, but it happens."

"I noticed an increase in my fan mail as far back as one of Here To Eternity," even though I played a nasty character in it. All the letters asked for an autographed picture of me in that nice uniform. And I've got statistics which show that each time I wear one on screen my fan mail total goes up like a surprised eyebrow," he said.

"Girls go for uniforms off the screen as well as on," Borgnine stated. "They'll attract more girls than a bargain basement sale. Ever notice a sailor walking down the street? He usually has a girl on each arm, not just one. Yes sir, that nice uniform, she also had his signature on a marriage license!"

Ernest Borgnine Is Not Complaining, But Says Drama Is Tougher Than Comedy

(Advance)

Ernest Borgnine, who should know, insists that it's easier to do drama than comedy.

The actor, who won an Academy Awards Oscar for his starring role in "Marty," and an Academy nomination for his portrayal of the sadistic Ratsko Judson in "From Here To Eternity," has just delved into all-out comedy as he headlines in the full-length motion picture feature, "McHale's Navy," with the same zany cast which appears with him in the popular television series.

The new Universal color film is set to open

on the screen of the

Navy 'Feature Film Sails In 'McHale's Navy' Comedy Crew TV Comedy

(Advance)

"Which is the real reason," states Borgnine, "you'll remember a comedian's antics more than anything special he may have said. As an example, just try real fast to remember anything Jimmy Durante or Red Skelton or Jerry Lewis or Bob Hope said in the times you have seen them on the screen. But you surely remember each one of their styles and the way they deliver lines. And I don't say that doing drama isn't tough, too. It's just that I think comedy is tougher."

That's why, according to Borgnine, getting screen laughs is no laughing matter — it's a serious business.

There happens to be a drunken performer in Hollywood who has had a loaded, staggering screen career.

This inebriated person is character actor Mark Power, and the actor says around the Hollywood sound stages is to "get drunk with Power."

He made his film debut in 1945 as a party for "The Lost Weekend" and has been a familiar face on the barroom floor ever since.

The intoxicated Power, who always lets his rollicking roles go to ways his head (it is often used as a sound double on hicups and burps) plays another plastered, paralyzed performance in Universal Pictures' full-length theater feature, "McHale's Navy," now on the screen of the

Theatre.

Producer-director Ed Montagne, who has led America's most riotous comedy crew in their television series for the past two years, has siphoned Powers' superlative, saloon-stirring-sen-timental, too. The stagger special-ist's position in the comedy is a dead drunk for a bar scene with "McHale's Navy," stars Ernest Borgnine, Joe Flynn and Tim Conway. The 90-minute color feature is a Universal Picture.



"McHALE'S NAVY" (2-B)

The pair of beauties surrounding Ernest Borgnine, the "Commander McHale's Navy" are (left) Claudine Longet in Universal Pictures' full-length motion picture, "McHale's Navy."



"McHALE'S NAVY" (1-B)

Headlining in the picture is the entire cast of the TV show — Ernest Borgnine as Lt. Com. Montgomery, Joe Flynn as Capt. Bing-hampton, Tim Conway as Ensign Parker, Carl Ballantine, Edson Stroll, Gavin MacLeod, Gary Vinson, Billy Sands, John Wright and Yoshio Yoda. In addition, the feature headlines Claudine Longet and Jean Willes in the two important feminine roles.

Ed Montagne, who has produced the popular Revue TV series for the past two years, produced and directed the color feature which has a completely new and original story written by Frank Gill, Jr., and G. Carleton Brown.

This inebriated person is character actor Mark Power, and the actor says around the Hollywood sound stages is to "get drunk with Power."

He made his film debut in 1945 as a party for "The Lost Weekend" and has been a familiar face on the barroom floor ever since.

The intoxicated Power, who always lets his rollicking roles go to ways his head (it is often used as a sound double on hicups and burps) plays another plastered, paralyzed performance in Universal Pictures' full-length theater feature, "McHale's Navy," now on the screen of the

Theatre.



★

THEIR FIRST FULL-LENGTH MOTION PICTURE
IN COLOR!



McHale and his
Entire Crew will
have you Rolling
in the Isles
...the Pacific Isles
...when they set
sail on their
Maddest Escapade!

"McHALE'S NAVY"

Starring
ERNEST BORGNINE
co-starring
JOE FLYNN • TIM CONWAY

and CARL BALLANTINE • GARY VINSON • BILLY SANDS • EDSON STROLL • GAVIN MacLEOD
JOHN WRIGHT • YOSHIO YODA • BOB HASTINGS with CLAUDINE LONGET • JEAN WILLES

Screenplay by FRANK GILL, JR. and G. CARLETON BROWN • Story by SI ROSE • Produced and Directed by EDWARD J. MONTAGNE • Associate Producer SI ROSE A UNIVERSAL PICTURE



T H E A T R E

MAT No. 401

Ad Mat No. 401—4 Col. x 8 1/4"—460 Lines

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

STARRING
ERNEST BORGNINE
CO-STARRING
**JOE FLYNN
TIM CONWAY**
AND THE WHOLE McHALE'S CREW!

"McHALE'S NAVY" A UNIVERSAL PICTURE

MAT No. 203

Ad Mat No. 203—2 Col. x 2 1/2"—70 Lines

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

"McHALE'S NAVY"

STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN • TIM CONWAY
AND THE WHOLE McHALE'S CREW!

A UNIVERSAL PICTURE

MAT No. 102

Ad Mat No. 102
1 Col. x 2"—28 Lines

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

"McHALE'S NAVY"
STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN • TIM CONWAY
AND THE WHOLE McHALE'S CREW! A UNIVERSAL PICTURE

MAT No. 201

Ad Mat No. 201—2 Col. x 1"—28 Lines



THEIR FIRST FULL-LENGTH
MOTION PICTURE IN COLOR!



It's McHale and
his Entire Crew
...kidnapping
race horses
...ramming
subs on their
Maddest
Adventure!

"McHALE'S NAVY"

Starring
**ERNEST
BORGNINE**
co-starring
JOE FLYNN · TIM CONWAY

and **CARL BALLANTINE · GARY VINSON
BILLY SANDS · EDSON STROLL
GAVIN MacLEOD · JOHN WRIGHT
YOSHIO YODA · BOB HASTINGS**

with **CLAUDINE LONGET · JEAN WILLES**

Screenplay by **FRANK GILL, JR. and G. CARLETON BROWN**

Story by **SI ROSE** / Produced and Directed by **EDWARD J. MONTAGNE**

Associate Producer **SI ROSE** A UNIVERSAL PICTURE



THEATRE

MAT No. 205

Ad Mat No. 205—2 Col. x 7 1/8"—200 Lines



THEIR FIRST FULL-LENGTH MOTION PICTURE
IN COLOR!



It's McHale and
his Entire Crew —
kidnapping
race horses
...ramming
subs on their
Maddest
Adventure!

"McHALE'S NAVY"

Starring
**ERNEST
BORGNINE**
co-starring
**JOE FLYNN
TIM CONWAY**

and **CARL BALLANTINE · GARY VINSON
BILLY SANDS · EDSON STROLL · GAVIN MacLEOD
JOHN WRIGHT · YOSHIO YODA · BOB HASTINGS**
with **CLAUDINE LONGET · JEAN WILLES**

Screenplay by **FRANK GILL, JR. and G. CARLETON BROWN** Story by **SI ROSE** Produced and Directed by **EDWARD J. MONTAGNE** Associate **SI ROSE** A UNIVERSAL PICTURE



THEATRE

MAT No. 301

Ad Mat No. 301—3 Col. x 7 1/4"—300 Lines



IT'S McHALE AND
HIS ENTIRE CREW
IN THEIR FIRST
FULL-LENGTH
MOTION PICTURE
IN COLOR!

"McHALE'S NAVY"

STARRING
**ERNEST
BORGNINE**
CO-STARRING
**JOE FLYNN
TIM CONWAY**

and **CARL BALLANTINE · GARY VINSON · BILLY SANDS
EDSON STROLL · GAVIN MacLEOD · JOHN WRIGHT
YOSHIO YODA · BOB HASTINGS**

A UNIVERSAL PICTURE

MAT No. 204

Ad Mat No. 204—2 Col. x 3 1/2"—100 Lines


THEIR FIRST FULL-LENGTH MOTION PICTURE
IN COLOR!

"McHALE'S NAVY"

STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!
A UNIVERSAL PICTURE

MAT No. 101

Ad Mat No. 101
1 Col. x 1"—14 Lines



THEIR FIRST FULL-LENGTH
MOTION PICTURE IN COLOR!

STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN · TIM CONWAY
AND THE WHOLE
McHALE'S CREW!

"McHALE'S NAVY"

A UNIVERSAL PICTURE

MAT No. 202

Ad Mat No. 202—2 Col. x 2"—56 Lines



UNIVERSAL CITY STUDIOS

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!



It's McHale and his Entire Crew - setting sail on their Maddest Escapade!

"McHALE'S NAVY"

Starring ERNEST BORGNINE

Co-Starring JOE FLYNN · TIM CONWAY

and CARL BALLANTINE · GARY VINSON
BILLY SANDS · EDSON STROLL
GAVIN MacLEOD · JOHN WRIGHT
YOSHIO YODA · BOB HASTINGS

with CLAUDINE LONGET · JEAN WILLES

Screenplay by FRANK GILL, JR. and G. CARLETON BROWN
Story by SI ROSE · Produced and Directed by EDWARD J. MONTAGNE
Associate Producer SI ROSE · A UNIVERSAL PICTURE



THEATRE

MAT No. 206

Ad Mat No. 206—2 Col. x 9"—250 Lines



UNIVERSAL CITY STUDIOS

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!



It's McHale and his Entire Crew ...kidnapping race horses ...ramming subs on their Maddest Adventure!

"McHALE'S NAVY"

Starring ERNEST BORGNINE

co-starring JOE FLYNN · TIM CONWAY

and CARL BALLANTINE · GARY VINSON
BILLY SANDS · EDSON STROLL · GAVIN MacLEOD
JOHN WRIGHT · YOSHIO YODA · BOB HASTINGS

with CLAUDINE LONGET · JEAN WILLES

Screenplay by FRANK GILL, JR. and G. CARLETON BROWN · Story by SI ROSE
Produced and Directed by EDWARD J. MONTAGNE · Associate Producer SI ROSE · A UNIVERSAL PICTURE



THEATRE

MAT No. 302

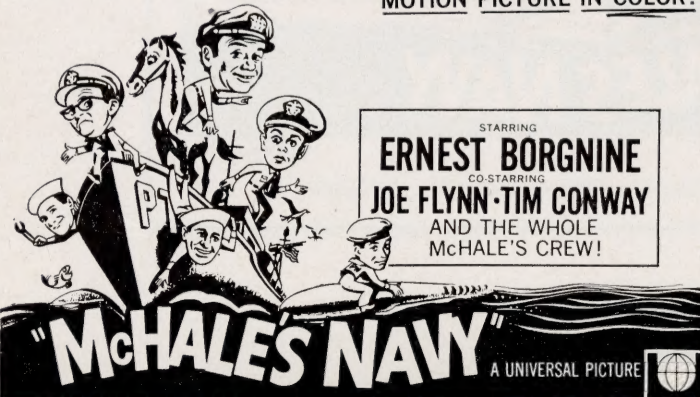
Ad Mat No. 302—3 Col. x 9 1/2"—390 Lines



THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

"McHALE'S NAVY"

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!



STARRING ERNEST BORGNINE
CO-STARRING JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!



STARRING ERNEST BORGNINE
CO-STARRING JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

"McHALE'S NAVY"

STARRING ERNEST BORGNINE
CO-STARRING JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!

"McHALE'S NAVY"

STARRING ERNEST BORGNINE
CO-STARRING JOE FLYNN · TIM CONWAY

and CARL BALLANTINE · GARY VINSON
BILLY SANDS · EDSON STROLL · GAVIN MacLEOD
JOHN WRIGHT · YOSHIO YODA · BOB HASTINGS
with CLAUDINE LONGET · JEAN WILLES



"McHALE'S NAVY"

STARRING ERNEST BORGNINE
CO-STARRING JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW! A UNIVERSAL PICTURE

IT'S McHALE AND HIS ENTIRE CREW IN THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

STARRING ERNEST BORGNINE
CO-STARRING JOE FLYNN · TIM CONWAY

and CARL BALLANTINE · GARY VINSON · BILLY SANDS
EDSON STROLL · GAVIN MacLEOD · JOHN WRIGHT
YOSHIO YODA · BOB HASTINGS

SPECIAL COMPOSITE MAT

EVERYTHING YOU NEED FOR A COMPLETE
CAMPAIGN, ALL ON ONE MAT



★

**THEIR FIRST FULL-LENGTH
MOTION PICTURE IN COLOR!**



It's McHale and
his Entire Crew
...kidnapping
race horses
...ramming
subs on their
Maddest
Adventure!

"McHALE'S NAVY"

Starring
**ERNEST
BORGNINE**
Co-Starring
JOE FLYNN · TIM CONWAY
and
**CARL BALLANTINE · GARY VINSON
BILLY SANDS · EDSON STROLL
GAVIN MacLEOD · JOHN WRIGHT
YOSHIO YODA · BOB HASTINGS**
with
CLAUDINE LONGET · JEAN WILLES

Screenplay by FRANK GILL, JR. and G. CARLETON BROWN
Story by SI ROSE / Produced and Directed by EDWARD J. MONTAGNE
Associate Producer SI ROSE A UNIVERSAL PICTURE



THEATRE

MAT No. 205

Ad Mat No. 205—2 Col. x 7 1/8"—200 Lines



"McHALE'S NAVY" (2-B)

THEIR FIRST FULL-LENGTH
MOTION PICTURE IN COLOR!

**"McHALE'S
NAVY"**

STARRING
**ERNEST
BORGNINE**
CO-STARRING
JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!

A UNIVERSAL PICTURE

MAT No. 102

Ad Mat No. 102 | Col. x 2"—28 Lines

THEIR FIRST FULL-LENGTH MOTION PICTURE
IN COLOR!

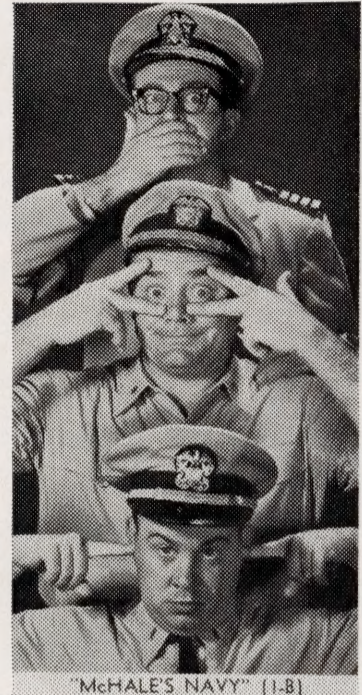
"McHALE'S NAVY"

STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!

A UNIVERSAL PICTURE

MAT No. 101

Ad Mat No. 101
| Col. x 1"—14 Lines



"McHALE'S NAVY" (1-B)



"McHALE'S NAVY" (2-J)

THEIR FIRST FULL-LENGTH MOTION PICTURE
IN COLOR!

"McHALE'S NAVY"

STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN · TIM CONWAY
AND THE WHOLE McHALE'S CREW!

A UNIVERSAL PICTURE

MAT No. 201

Ad Mat No. 201—2 Col. x 1"—28 Lines

THEIR FIRST FULL-LENGTH
MOTION PICTURE IN COLOR!

STARRING
ERNEST BORGNINE
CO-STARRING
JOE FLYNN · TIM CONWAY
AND THE WHOLE
McHALE'S CREW!

"McHALE'S NAVY"

A UNIVERSAL PICTURE

MAT No. 202

Ad Mat No. 202—2 Col. x 2"—56 Lines

SPECIAL MAT NO. 1 ORDER BY NAME AND NUMBER
FROM NATIONAL SCREEN SERVICE

INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE!

RADIO SPOTS

FOR "McHALE'S NAVY"
NARRATED BY "COMMANDER"
ERNEST BORGNINE HIMSELF!

..... And They're **FREE!**

Here is a **SUPER-SPECIAL** set of persuasive radio spot announcements for your "McHALE'S NAVY" booking . . . and they're available immediately for your use!

With the "in person" voice of **ERNIE BORGNINE** doing the lead-in spiel for his motion picture comedy feature, the radio spots are given a big added sell appeal — and each one sparkles with an audience urge to see the picture.

The persuasive line of Ernest Borgnine chatter will spin a magic spell of intrigue for ticket-sales to the radio listeners all through your territory.

The spots are 15, 30 and 60-seconds long — all on one **FREE** transcription — and in each instance includes enough time for complete locale play-date information by your local radio station announcer.

Order from the **RADIO DEPARTMENT**
UNIVERSAL STUDIOS
UNIVERSAL CITY, CALIFORNIA

SUGGESTED COPY FOR LIVE RADIO SPOTS

(ONE MINUTE)

ANNOUNCER: "Now hear this! Now hear this! 'McHALE'S NAVY' is in the movies now! Here comes Ernest Borgnine and his entire crew in their first full-length motion picture! It's 'McHALE'S NAVY,' filmed in color for theatres, and starring Ernest Borgnine, co-starring Joe Flynn and Tim Conway and the zaniest crew of nautical misfits ever to float a PT boat! It's 'McHALE'S NAVY,' rising to new heights of hilarity in their maddest escapades as they kidnap race horses and ram subs! They'll have you rolling in the Isles . . . the Pacific Isles . . . when they set sail on their wildest adventure! 'McHALE'S NAVY,' the best-loved comedy show on TV, becomes a fun-packed motion picture especially written and produced for the screen—in vivid color—one long, loud laugh from beginning to end . . . as they battle the enemy . . . their irate captain . . . the threat of marriage and a frantic Frenchman! Don't miss the mischievous misadventures of the wackiest PT Boat crew ever to mis-man a ship! It's Ernest Borgnine, Joe Flynn, Tim Conway and their nutty nautical mates—with lovelies Claudine Longet and Jean Willes—in 'McHALE'S NAVY,' their first full-length motion picture . . . coming soon to the . . . theatre."

(30 SECONDS)

ANNOUNCER: "'McHALE'S NAVY' is in the movies now! Ernest Borgnine and his whole zany crew from the popular TV show in their first full-length motion picture—and it's in color, too! Starring Ernest Borgnine, and co-starring Joe Flynn and Tim Conway and the entire group of nautical misfits, it's 'McHALE'S NAVY,' rising to new heights of hilarity in their maddest escapades! There never was a commander like Ernie Borgnine as McHale . . . a frustrated captain like Joe Flynn . . . a bumbling scatter-brained ensign like Tim Conway . . . or an outfit as kookie as McHale's entire crew! Don't miss 'McHALE'S NAVY' . . . now on the motion picture screen! See it now . . . at the . . . Theatre!"

(15 SECONDS)

ANNOUNCER: "'McHALE'S NAVY' is in the movies now! Ernest Borgnine, and Joe Flynn and Tim Conway—with the whole zany crew of television's great comedy show—are now on the motion picture screen in their first full-length feature! See 'McHALE'S NAVY'—in color, too—coming . . . to the screen of the . . . Theatre!"



Sell "McHale's Navy"
To The Television
Audience That Has
Made The Show So
Tremendously Popular
In It's Two Happy
Years On The Air!

FREE SET OF TV SPOTS TO ADVERTISE THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

The comedy hit of the television world for the past two years, "McHALE'S NAVY" — WITH ITS TWO YEARS OF EXPOSURE TO THE VAST TV AUDIENCE — is a perfect show to pitch right at the set-side viewers for a want-to-see reaction to the TV spots on the full-length motion picture presentation of "McHALE'S NAVY."

The spirit of the uproarious escapades involving Ernest Borgnine, Joe Flynn and Tim Conway and the zany crew are eye-catching delight in this especially appealing packaging of television sales promos — now available **FREE** to all exhibitors.

The smart-sell grouping of visual-vocal sales pitches is made up of 60 and 2-second spots, all on 16mm film, and this time element includes enough silent footage at the end to allow for all local play-date information to be given by your station announcer.

Schedule the TV Spots in your advertising campaign — and order them in as soon as your date is set. Order the set — **NOW** — from **HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES CO., 445 Park Avenue, New York 22, N.Y.** (When ordering, please specify the station or stations on which you plan to use the spots).



Keep a weather eye peeled to port and starboard for the multitude of exploitation possibilities that avail themselves in "McHALE'S NAVY."

"McHALE'S NAVY" RATES A TOP-NOTCH EXPLOITATION CAMPAIGN!

It's full speed ahead for an all-out exploitation campaign that should give the theatre manager some showmanship kicks!

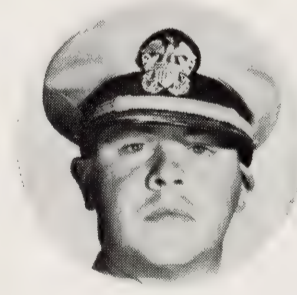
"McHALE'S NAVY" is a real triple-header smash—being first a madcap comedy, second a wild and wavy mostly-on-shipboard comedy, and, thirdly, a shipload of laughs comedy. Add to this a cast headed by Ernest Borgnine, Joe Flynn, Tim Conway and the zany crew of nautical mis-mates, and it pipes aboard a rating of real seafaring showmanship!

Considering the commodities which fill PT 73 and the island escapades of its wild crew, there's a shipload of opportunities for exploitation tactics, and a sea full of local tie-in possibilities.

- **Contact the Naval Reserve** units in your city for Special Nights at your theatre to see "McHALE'S NAVY." Have them buy blocks of tickets for a night of fun with their Navy buddies. Event can be publicized as well as advertised both in the newspapers and the organizations' mailing lists.
- **Through a newspaper or a prominent local disc jockey**, find the Most Decorated Naval Hero in your city and honor him at your theatre during the engagement. It should garner extra newspaper space and air time.
- **Plan to outfit your theatre employees** in Naval costumes—a white or blue seaman's outfit for your ticket-taker, white navy caps (with "McHale's Navy" imprinted) for the ushers or usherettes, and a sailor blouse and cap for your cashier. They can be worn both in advance and current.
- **Give a maritime atmosphere** and flavor to your theatre with an array of ships flags, life buoys and other nautical equipment.
- **Travel agencies** will be a prime outlet for promotion in connection with the Pacific Island locales in the film. Contact the travel agencies in your area—as well as air lines and luxury ships—for cooperative displays in their windows and stressing the "Paradise Isles" with "McHale's Navy" stills and posters.

"NOW HEAR THIS!"

THREE TERRIFICALLY-FUNNY TRANSCRIBED OPEN-END RADIO INTERVIEWS WITH THE THREE WONDERFULLY-HILARIOUS COMEDY STARS OF "McHALE'S NAVY" — AND THEY'RE F-R-E-E!



Talk about comedy—it's ERNEST BORGNINE, JOE FLYNN and TIM CONWAY, on individual discs, and in open-end interviews, as they chat entertainingly and amusingly about their roles in their first full-length motion picture comedy, "McHale's Navy," and the many funny and interesting behind-the-scenes happenings during the filming of the picture.

All of the interview transcriptions are FREE and can be an integral part of your selling program for the engagement. Plant them in prime spots on the key radio stations

in your city—they fit in perfectly as a news show program highlight, or a special show business or guest star spotlight.

A continuity sheet accompanies each platter, with the questions and answers accurately timed to simulate a live personality interview right at the station.

ORDER ALL THREE OPEN-END RADIO INTERVIEW TRANSCRIPTIONS ON "McHALE'S NAVY" RIGHT AWAY FROM RADIO DEPARTMENT, UNIVERSAL PICTURES, UNIVERSAL CITY, CALIFORNIA! THEY'RE FREE!

PROMOTION with Your Local ABC-TV STATION!

"McHALE'S NAVY" has been the top-rated comedy show on the ABC Television network since the half-hour series went on the air two years ago.

With this popular series becoming a fun-packed full-length motion picture—especially written and produced for the screen—and starring the TV show's headliners, Ernest Borgnine, Joe Flynn, Tim Conway and the entire McHale's crew, it all makes a perfect mutual benefit package for your theatre engagement of "McHALE'S NAVY" and the local station carrying the TV show.

Contact your local ABC-TV station or affiliate and work out a deal with their promotion department for a complete, comprehensive campaign!

The Printed ACCESSORIES.....

Check the display paper shown in this pressbook. It includes a 24-sheet, 6-sheet, 3-sheet, one-sheet, 14 x 36 and 22 x 28 window cards.

They're all very attractive, as you can see, and they were planned to impress the passersby—whether inside the theatre lobby or in front of your theatre.

They'll also make eye-catching impressions as part of window and store displays for tieups and promotions with your merchant contacts.

The art illustration spotlighted in all this material is especially appealing, and it is suggested you use as many of these ticket-selling accessories as you can find room for.

A cutout of the PT boat and crew from the 24-sheet, and mounted on wood or heavy cardboard, could make a 3-dimension base attraction for your lobby display.

Plan to order your accessories for "McHALE'S NAVY" from your NATIONAL SCREEN SERVICE BRANCH as soon as you can.

SHOUT IT OUT!



LET **EVERYBODY** KNOW ABOUT YOUR BOOKING DATE FOR "McHALE'S NAVY"

The THEATRE TRAILER

We guarantee that the "McHALE'S NAVY" trailer is one of the best and funniest you have ever had in your theatre! It truly sells the comedy of the feature picture, and the selected moments of hilarity presented in this well-planned theatre trailer will have a lasting impact on your audiences.

It is suggested that you book the theatre trailer early—and have it on your screen several weeks in advance. It will definitely pay off when you spot this advance attraction trailer on your screen at the peak times of your current program!

ORDER THE THEATRE TRAILER NOW FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE!

MERCHANDISING TIE-UPS.....



Shown above are some of the Merchandise Tie-Ups available for the engagement of "McHALE'S NAVY" at your theatre.

Find out which of your local merchants handle these products, and with their aid and cooperation you can contact the organizations listed who are licensed to handle this merchandise.

If and when your local stores stock these items, you can cooperate for your mutual interest with stills and display accessories for both eye-catching and sales attraction.

With the Comic Books, there's no doubt that your magazine stand dealers currently are carrying a supply of the "McHALE'S NAVY" cartoons.

Here are the licensed "McHALE'S NAVY" merchandise contacts:

HATS: Benay-Albee Novelty Co., Inc., 52-01 Flushing Ave., Maspeth, New York — Mr. J. Rosenbaum.

GAME: Transogram Co., Inc., 200 Fifth Ave., New York 10, N. Y. — Phone OR 5-1500 — Mr. Leonard Mayem.

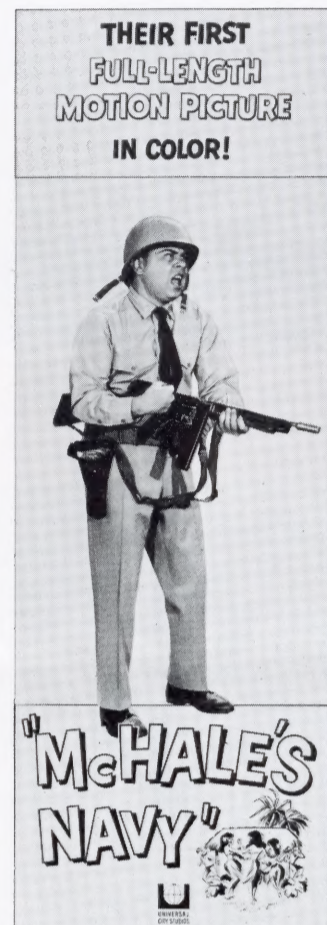
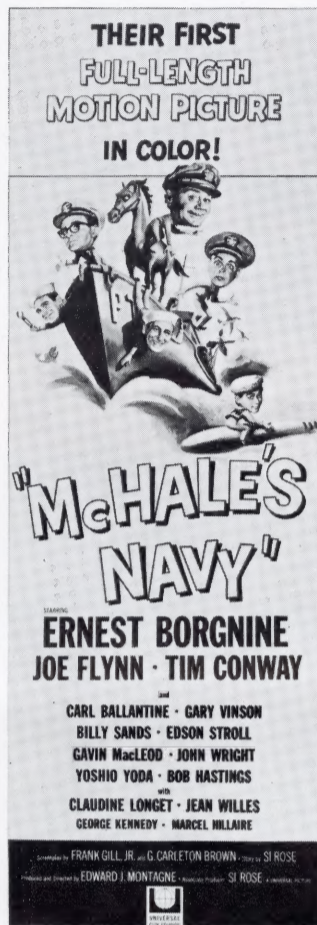
COMIC BOOKS: Dell Publishing Co., 750 Third Avenue, New York 17, N. Y. — Mr. Don Arneson.

SWEATSHIRTS, T-SHIRTS: Norwich Mills, 350 Fifth Avenue, New York, phone LO 3-1313 — Mr. L. J. Moore.

AMPLIFIED MEGAPHONE: Gabriel Industries, 184 Fifth Ave., New York 10, N. Y., OR 5-3100 — Mr. B. J. Alpher.

PANIC 'EM WITH PANELS!

.....DOOR PANELS, THAT IS, AND HERE ARE THE FOUR WONDERFUL, HAPPY EYE-ATTRACTING POSTERS YOU CAN USE TO CATCH THEM COMING AND GOING!



If it's ATTENTION you're looking for in SELLING your pictures, you'll surely get it for your engagement of "McHALE'S NAVY" with these FOUR FULL-COLOR DOOR PANELS.

They're really loaded with SELL-APPEAL—and will surely attract attention with their happy and artful illustrations and colorful appeal. Each panel measures 20 inches by 60 inches and is designed to be used in a variety of ways. Their planned sizes make them perfect for your lobby

or auditorium doors, on foyer pillars, on walls and in displays, and as attractive backgrounds for store windows.

The small investment is certain to pay off for you in large box-office dividends. ORDER the entire set direct from your local NATIONAL SCREEN SERVICE BRANCH—and you'll find out for yourself how helpful the "McHALE'S NAVY" DOOR PANELS will be to your campaign!



TV PAGE PUBLICITY PLANTING...

With "McHALE'S NAVY" being one of television's most popular programs for the past two years, the news of their first full-length motion picture—and in color—belongs on the TV pages as well as in the amusement section of your local newspapers.

Be sure to plant both publicity stories and photos about "McHALE'S NAVY" comedy feature and your own theatre playdate information with the TV editors. If possible, invite them to an advance screening or preview, or else be sure they catch your opening day shows. It should pay off handsomely in extra publicity!

Banner Accessories

DELUXE FLUORESCENT SECTIONAL VALANCE—Made of glowing fluorescent satin with shimmering letters and flowing fringes. ORDER ANY LENGTH NEEDED AT \$1.65 PER FOOT. (Minimum size, 10 ft.)

3-PIECE STREAMER—An attractive 17" long banner, priced at \$16.50 each. **9' x 12' FLAG OR WALL BANNER**—Single-Faced, \$60.00. Double-Faced, \$110.00.

FLUORESCENT USHER'S BADGE—40c each.

In U.S.A., order from your nearest
NATIONAL SCREEN OFFICE

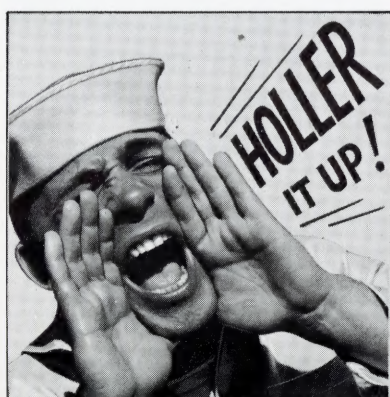
Manufactured by
**NATIONAL FLAG & DISPLAY COMPANY, 43 W. 21st St.
New York 10, N. Y. (Tel. OR 5-5230)**

In Canada, National Flag Company represented by
**THEATRE POSTER SERVICE, LTD.
227 Victoria St., Toronto, Ontario, Canada**

TV TELOP OR SLIDE

Both Telop and Slide—pictorially illustrated—are available on "McHALE'S NAVY"—and make a sharp, swift and on-target impact on television viewers. They're aimed primarily at the audiences who made the weekly TV comedy such a great success—and should make a sure-quick acceptance to its invitation to see the motion picture at their favorite movie theatre.

The Telop and Slide are each \$6.00 with theatre playdate and station identification (to accompany order) . . . \$5.00 without playdate or station identification . . . \$2.50 for each copy of either Telop or Slide . . . **ORDER DIRECT FROM QQ TITLE CARD CO., 427 WEST 46th STREET, NEW YORK 36, N.Y.**



POSTERS



24 SHEET



ONE SHEET



SIX SHEET



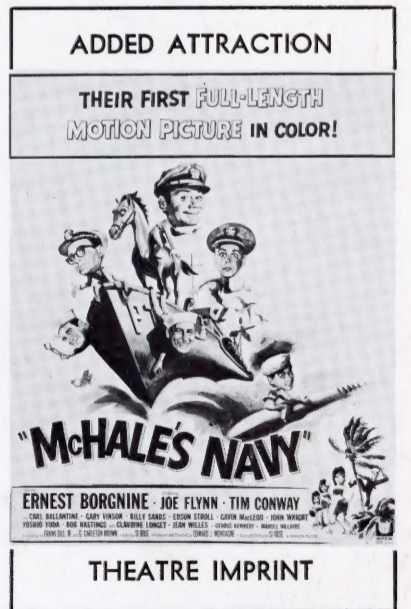
THREE SHEET



22 x 28



14 x 36



WINDOW CARD

Order Trailer, Ad and Scene Mats, Color Gloss Stills and Other Accessories from Your Local National Screen Service Exchange

**Scanned from the collections of the
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www.mediahistoryproject.org